




Home Performance with ENERGY STAR® Late Summer Marketing Blitz

Print Insertions for August 5-31
Spend = \$23,159





Don't Sweat It!

Home Performance with ENERGY STAR® is now offering this great deal:

REBATES \$1,898 OF UP TO for energy-efficient improvements to your home	OR	LOW-INTEREST LOANS from Velocity Credit Union
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Choose from a list of participating companies at www.austinenenergy.com or call 512-974-7827.



A City of Austin Program

- Austin American Statesman – Show World Strip Ad x 3
> 8/5, 12, 19, 9/2
- Austin American Statesman – Front Page Strip Ad x 3
> 8/12, 19, 26
- Austin American Statesman – Online Banner Ad x 500K
> 8/12-31 (500K zone banner impressions to AE zip co)



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Summer is here, your a/c is running full force and you're still hot! No sweat! Austin Energy's Home Performance with ENERGY STAR® program helps you afford the air conditioning and weatherization upgrades you need to get comfortable and save money. Use rebates or a low-interest loan for:

- A new high-efficiency cooling system,
- Duct repairs,
- Sealing & duct testing,
- Additional Attic Insulation,
- Solar screens, window film and Low-E glass,
- Caulking and weather-stripping.

And more.

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*Some restrictions apply.



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HOME PERFORMANCE WITH ENERGY STAR

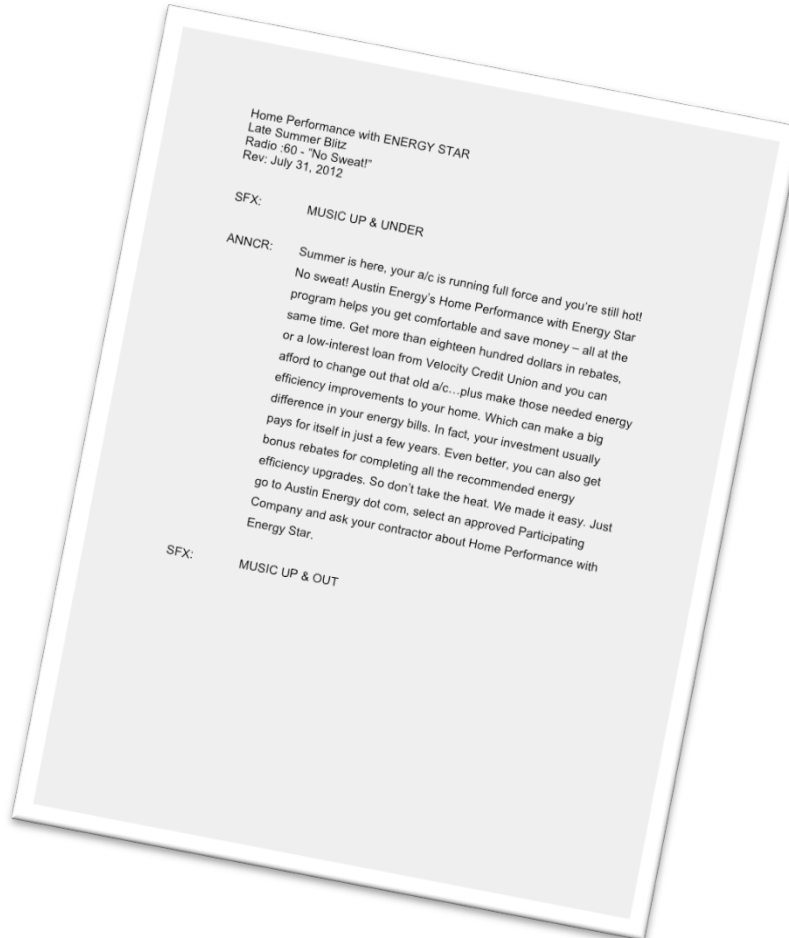
- Austin American Statesman – Junior Page/Metro Section x 2
> 8/18, 25
- Austin Chronicle – Junior Page x 4
> 8/9, 16, 23, 30

Home Performance with ENERGY STAR®

Late Summer Marketing Blitz

Radio Buy for August 18-31

Spend = \$22,090



- KASE 101 FM (Country)
 - > :60 x 27 - drive-time
- KVET AM 1300 (Talk/The Zone)
 - > :60 x 45 - drive time
- KVET 98.1 FM (Country)
 - > :60 x 37 - drive time
- RASE AM (Web Radio)
 - > :60 x 10
- RASE FM (Web Radio)
 - > :60 x 10
- RVET AM/FM (Web Radio)
 - > :60 x 10 (day/program, 5a-8p, M-F)
- KUT (Talk/NPR)
 - > :15 x 52 - weekdays/drive time
 - > 15 x 10 - weekend programming



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PLUS
\$200
Bonus Rebate
Until Sept. 30, 2012

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A City of Austin Program

Home Performance with ENERGY STAR
Late Summer Blitz
Radio :60 - "No Sweat!" + Bonus Rebate
Rev: August 13, 2012

SFX: MUSIC UP & UNDER

ANNCR: Summer is here, your a/c is running full force and you're still hot! No sweat! Austin Energy's Home Performance with Energy Star program helps you get comfortable and save money – all at the same time. Get more than eighteen hundred dollars in rebates, or a low-interest loan from Velocity Credit Union and you can afford to change out that old a/c...plus make those needed energy efficiency improvements to your home. Which can make a big difference in your energy bills. In fact, your investment usually pays for itself in just a few years. Even better, you can also get bonus rebates for completing all the recommended energy efficiency upgrades. So don't take the heat. We made it easy. Just go to Austin Energy dot com, select an approved Participating Company and ask your contractor about Home Performance with Energy Star. Call your contractor today and find out how you can get a two hundred dollar bonus rebate – available now through September 30.

SFX: MUSIC UP & OUT